

2019 Oregon Vineyard and Winery Report

September 2020

Overview:

2019 saw increases in sales, revenue and production for Oregon wineries and vineyards.

- The leading variety in planted acreage and production remains Pinot Noir accounting for 59% of all planted acreage and 58% of wine grape production.
- The estimated value of wine grape production increased 14% to nearly \$238 million.
- Total planted acreage increased by nearly 1,500 acres from 35,972 to 37,399, an increase of 4.0%. The highest growth rate in planted acreage was seen in the Rogue Valley at 5.2%.
- Total tons crushed increased by 6.2% from 79,685 tons to 84,590 tons.
- Case sales increased 12.5% from 4.15 million to 4.67 million, supported by double-digit increases across all measured channels: direct-to-consumer sales, channel sales in and out of Oregon, and sales into international markets.
- The leading the export market for Oregon wine is Canada, which accounted for 46% of export sales. Notable growth was seen in Mexico, South Korea, and Japan.

Vineyard Section:

Table 1: Wine Grapes: Acreage, yield, production, price and value by variety, 2018-2019¹

Variety	All Planted Acreage		Harvested Acreage		Yield per Harvested Acre		Production		Price per Ton ²		Value of Production ³	
	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019
	Acres	Acres	Acres	Acres	Tons	Tons	Tons	Tons	Dollars	Dollars	1,000 Dollars	1,000 Dollars
Albariño	122	130	106	111	3.31	3.33	350	334	-	1,852	-	619
Cabernet Franc	364	357	277	287	2.57	2.79	710	801	2,451	2,061	1,742	1,652
Cabernet Sauvignon	1,377	1,410	1,154	1,250	2.38	2.48	2,745	3,102	2,810	1,798	7,712	5,578
Chardonnay	2,406	2,568	2,185	2,299	2.77	2.99	6,049	6,780	1,860	1,902	11,248	12,893
Gamay	116	128	79	111	3.78	3.80	298	417	1,823	2,221	543	926
Gewürztraminer	173	164	137	147	2.75	2.67	377	392	1,178	1,352	444	530
Malbec	268	285	204	238	3.28	2.85	669	678	2,483	1,966	1,662	1,334
Merlot	699	736	498	668	3.49	3.19	1,736	2,128	2,033	1,942	3,530	4,133
Pinot Blanc	225	240	216	233	4.06	4.04	877	942	1,726	1,780	1,513	1,677
Pinot Gris	5,078	5,200	4,732	5,093	3.01	3.08	14,222	15,694	1,469	1,459	20,896	22,904
Pinot Noir	20,616	22,016	19,763	21,368	2.97	2.86	58,780	61,112	2,301	2,611	135,254	159,587
Riesling	500	435	442	422	3.38	3.79	1,496	1,541	1,412	1,539	2,113	2,371
Syrah	1,598	1,621	1,367	1,423	3.32	3.23	4,538	4,735	2,130	2,319	9,667	10,979
Tempranillo	394	352	338	323	3.73	3.72	1,260	1,200	1,996	2,101	2,515	2,522
Viognier	380	368	302	343	3.11	3.34	938	1,145	1,573	1,842	1,476	2,109
Other ⁴	1,657	1,388	1,366	1,267	3.38	3.61	4,605	4,583	1,676	1,739	7,717	7,971
Total⁵	35,972	37,399	33,283	35,582	3.01	2.97	100,133	105,586	2,033	2,225	208,726	237,784

¹ Includes estimates for incomplete responses.

² Price per ton is a weighted average of price received by Oregon grape growers (see Table 4).

³ Value of production is derived by multiplying quantity by price.

⁴ Other includes all other varieties, including some varieties for which collected data were insufficient for individual reporting.

⁵ Totals may not add up due to rounding.

- No data reported, or reported data were insufficient to develop estimates.

Table 2: Wine Grapes: Vineyards, acreage, yield and production by growing area, 2018-2019¹

Region	Number of Vineyards		All Planted Acreage		Harvested Acreage		Yield per Harvested		Production	
	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019
	<i>Number²</i>	<i>Number²</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>
North Willamette Valley ³	651	764	20,279	21,129	19,860	20,995	2.98	2.95	59,122	61,873
South Willamette Valley ⁴	105	113	4,157	4,323	3,913	4,202	2.78	2.78	10,871	11,687
Umpqua Valley ⁵	86	80	3,552	3,605	3,106	3,372	2.98	2.96	9,268	9,966
Rogue Valley ⁶	190	201	5,360	5,637	4,417	4,935	3.23	3.10	14,249	15,318
Columbia River ⁷	119	123	1,798	1,866	1,384	1,427	3.28	3.16	4,538	4,518
Other Oregon ⁸	14	16	826	839	603	652	3.46	3.26	2,085	2,124
Total⁹	1,165	1,297	35,972	37,399	33,283	35,582	3.01	2.97	100,133	105,586

¹ Includes estimates for incomplete responses.

² Numbers fluctuate due to inconsistent responses and consolidation of vineyard operations.

³ Includes Yamhill-Carlton, Chehalem Mountains, McMinnville, Ribbon Ridge, Dundee Hills, Eola-Amity Hills, Laurelwood District, Tualatin Hills, and Van Duzer Corridor AVAs, and areas north of the northern boundaries of Benton and Linn counties.

⁴ Includes Benton, Lane, and Linn counties.

⁵ Includes Elkton Oregon and Red Hill Douglas County AVAs.

⁶ Includes Applegate Valley AVA.

⁷ Includes the Oregon side of Columbia Gorge, Columbia Valley and Walla Walla Valley AVAs, including The Rocks District of Milton-Freewater.

⁸ Includes Snake River Valley AVA as well as any area not within other denoted AVA boundaries.

⁹ Totals may not add up due to rounding.

Table 3: Wine Grapes – Acreage and production by variety and growing area, 2019¹

Variety	North Willamette Valley ²			South Willamette Valley ²			Umpqua Valley ²			Rogue Valley ²			Columbia River ²			Other Oregon Areas ²		
	Planted Acreage	Harvested Acreage	Production	Planted Acreage	Harvested Acreage	Production	Planted Acreage	Harvested Acreage	Production	Planted Acreage	Harvested Acreage	Production	Planted Acreage	Harvested Acreage	Production	Planted Acreage	Harvested Acreage	Production
	<i>Acres</i>	<i>Acres</i>	<i>Tons</i>	<i>Acres</i>	<i>Acres</i>	<i>Tons</i>	<i>Acres</i>	<i>Acres</i>	<i>Tons</i>	<i>Acres</i>	<i>Acres</i>	<i>Tons</i>	<i>Acres</i>	<i>Acres</i>	<i>Tons</i>	<i>Acres</i>	<i>Acres</i>	<i>Tons</i>
Albariño	35	30	89	-	-	-	-	-	-	17	8	21	-	-	-	-	-	-
Cabernet Franc	-	-	-	-	-	-	22	20	62	192	172	555	145	121	329	-	-	-
Cabernet Sauvignon	-	-	-	88	81	233	57	51	165	631	601	1,498	436	341	891	-	-	-
Chardonnay	1,828	1,817	5,042	167	148	397	24	22	73	263	200	1,028	61	42	131	-	-	-
Gamay	113	105	336	15	6	19	-	-	-	-	-	-	-	-	-	-	-	-
Gewürztraminer	44	38	143	37	21	75	34	30	84	47	36	101	-	-	-	-	-	-
Malbec	-	-	-	-	-	-	-	-	-	135	124	401	66	31	97	-	-	-
Merlot	-	-	-	2	2	5	225	220	761	223	215	653	263	199	761	-	-	-
Pinot Blanc	210	192	787	19	17	62	-	-	-	18	12	42	-	-	-	-	-	-
Pinot Gris	2,857	2,842	8,605	1,364	1,353	3,798	289	256	808	632	580	1,862	104	95	301	26	25	95
Pinot Noir	15,139	15,104	44,129	2,506	2,485	6,814	2,202	2,115	5,929	1,694	1,409	4,120	321	225	585	139	98	265
Riesling	242	238	834	6	4	13	21	19	62	93	78	265	42	31	136	-	-	-
Syrah	269	256	777	-	-	-	393	351	1,123	621	501	1,621	211	170	605	-	-	-
Tempranillo	41	34	131	15	12	35	121	114	369	124	112	351	31	21	69	-	-	-
Viognier	21	18	65	18	-	-	20	15	42	321	294	915	15	11	31	-	-	-
Other ³	331	321	935	87	74	235	198	160	487	626	593	1,885	172	140	501	-	-	-
Total, 2019	21,129	20,995	61,873	4,323	4,202	11,687	3,605	3,372	9,966	5,637	4,935	15,318	1,866	1,427	4,518	839	652	2,124
Total, 2018	20,279	19,860	59,122	4,157	3,913	10,871	3,552	3,106	9,268	5,360	4,417	14,249	1,798	1,384	4,538	826	603	2,085

¹ Includes estimates for incomplete responses.

² See Growing Area descriptions in Vineyard Section Table 2.

³ Other includes all other varieties, including some varieties for which collected data were insufficient for individual reporting.

- No data reported, or reported data were insufficient to develop estimates.

Table 4: Wine Grapes - Price per ton by variety and growing area, 2019¹

Variety	Statewide ²				Regions																							
					North Willamette Valley ³				South Willamette Valley ³				Umpqua Valley ³				Rogue Valley ³				Columbia River ³				Other Oregon Areas ³			
	Average ⁴	Median	Low ⁵	High ⁶	Average ⁴	Median	Low ⁵	High ⁶	Average ⁴	Median	Low ⁵	High ⁶	Average ⁴	Median	Low ⁵	High ⁶	Average ⁴	Median	Low ⁵	High ⁶	Average ⁴	Median	Low ⁵	High ⁶	Average ⁴	Median	Low ⁵	High ⁶
	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars
Albariño	1,852	1,924	1,837	2,093	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cabernet Franc	2,061	2,200	1,283	2,573	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cabernet Sauvignon	1,798	2,107	1,332	2,847	-	-	-	-	-	-	-	-	-	-	-	-	2,000	2,169	1,494	2,473	2,195	2,311	1,440	2,798	-	-	-	-
Chardonnay	1,902	2,400	1,282	3,706	1,928	2,456	1,304	3,668	2,725	2,583	1,750	2,905	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gamay	2,221	2,299	1,072	2,922	2,368	2,300	2,242	2,922	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gewürztraminer	1,352	1,473	1,155	1,934	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Malbec	1,966	2,000	1,350	2,354	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1,897	2,000	1,500	2,266	-	-	-	-
Merlot	1,942	2,000	1,157	2,496	-	-	-	-	-	-	-	-	-	-	-	-	1,923	1,950	1,803	2,167	1,937	2,181	1,167	2,469	-	-	-	-
Pinot Blanc	1,780	1,806	1,549	2,118	1,720	1,764	1,602	1,979	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pinot Gris	1,459	1,528	1,016	2,122	1,261	1,526	1,020	2,090	1,727	1,525	1,399	1,741	-	-	-	-	1,525	1,401	1,285	1,546	-	-	-	-	-	-	-	-
Pinot Noir	2,611	2,471	1,189	4,583	2,516	2,627	1,377	4,498	2,607	2,436	1,254	3,633	-	-	-	-	2,953	2,164	1,600	3,113	1,769	1,877	1,737	2,156	-	-	-	-
Riesling	1,539	1,600	1,008	2,234	1,519	1,688	1,208	2,180	1,768	1,751	1,338	1,944	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Syrah	2,319	2,100	1,582	2,741	-	-	-	-	-	-	-	-	-	-	-	-	2,278	2,250	2,001	2,545	2,380	2,352	1,620	2,741	-	-	-	-
Tempranillo	2,101	2,000	1,195	2,419	-	-	-	-	-	-	-	-	-	-	-	-	2,216	2,080	1,801	2,326	-	-	-	-	-	-	-	-
Viognier	1,842	1,800	1,393	2,520	-	-	-	-	-	-	-	-	-	-	-	-	2,045	2,055	1,924	2,091	-	-	-	-	-	-	-	-
All other varieties	1,730	1,823	892	2,679	1,773	1,427	1,027	2,220	1,636	1,600	1,312	1,956	-	-	-	-	1,460	1,757	1,181	2,597	2,246	2,233	2,217	2,313	-	-	-	-
Average	2,225	2,000			2,185	2,194			2,105	2,000			1,529	1,402			2,435	1,942			1,979	2,053			2,013	1,688		

¹ Includes estimates for incomplete responses. Refinements to the 2018 and 2019 data collection forms specified that respondents should only report sales to third-party entities (in or outside Oregon).

² Statewide prices include data from all regions, including those with insufficient data to report separately.

³ See Growing Area descriptions in Vineyard Section Table 2.

⁴ Averages are weighted by the number of tons sold at the price reported by Oregon grape growers.

⁵ Lows are a weighted average of the lowest three prices reported by Oregon grape growers.

⁶ Highs are a weighted average of the highest three prices reported by Oregon grape growers.

⁷ Other includes all other varieties, including some varieties for which collected data were insufficient for individual reporting.

- No data reported, or reported data were insufficient to develop estimates.

Winery Section:

Table 1: Wineries – Number and crush by region, 2018-2019¹

Region ²	All Wineries ³		Number of Wineries Crushing Grapes		Total Wine Grapes Crushed	
	2018	2019	2018	2019	2018	2019
	<i>Number⁴</i>	<i>Number⁴</i>	<i>Number⁴</i>	<i>Number⁴</i>	<i>Tons</i>	<i>Tons</i>
North Willamette Valley	503	597	293	332	58,369	62,174
South Willamette Valley	89	79	35	37	8,502	8,882
Umpqua Valley	42	48	38	37	3,390	3,553
Rogue Valley	93	108	63	58	6,147	6,513
Columbia River	42	53	29	31	2,948	3,130
Other Oregon	24	23	10	11	328	338
Total	793	908	468	506	79,685	84,590

¹ Includes estimates for incomplete responses.

² Survey respondents identified one of these growing regions as their production location. See Growing Area descriptions in Vineyard Section Table 2.

³ Includes all TTB bonded wineries and Winery and Growers Sales Privilege License holders (issued by the OLCC).

⁴ Numbers fluctuate year over year due to inconsistent responses.

Table 2: Wineries – Crush by grape source location and crush region, 2019¹

Region ²	Sourced in Oregon	Sourced from Other States	All Crush	All Crush, 2018
	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>	<i>Tons</i>
North Willamette Valley	61,074	1,100	62,174	58,369
South Willamette Valley	8,544	338	8,882	8,502
Umpqua Valley	3,553	0	3,553	3,390
Rogue Valley	5,992	521	6,513	6,147
Columbia River	2,602	528	3,130	2,948
Other Oregon	203	135	338	328
Total, 2019	81,968	2,622	84,590	79,685
Total, 2018	75,980	3,704	79,685	

¹ Includes estimates for incomplete responses.

² Survey respondents identified one of these growing regions as their production location. See Growing Area descriptions in Vineyard Section Table 2.

Table 3: Wineries – Sales by channel, 2018 and 2019¹

Year	Direct to Consumer			Sold in Oregon ²		Wholesale (FOB, Trade, etc.)			Total Cases	Total Dollars
	Tasting Rooms	Wine Clubs	Web/ Phone Orders	Wholesale	Direct to trade	Sold Nationally (excluding Oregon)	Sold Internationally	Private Label		
	<i>Cases</i>	<i>Cases</i>	<i>Cases</i>	<i>Cases</i>		<i>Cases</i>	<i>Cases</i>	<i>Cases</i>		
2019	632,807	283,937	104,664	598,565	133,603	2,689,686	115,434	107,903	4,666,600	673,903,914
2018	568,070	264,552	90,088	650,182		2,373,214	104,477	96,912	4,147,494	607,329,293

¹ Includes estimates for incomplete responses.

² Sold in Oregon was broken out into the categories of Wholesale and Direct to trade for 2019. The 2018 data reflect both Wholesale and Direct to trade sales.

Table 4: Wineries – Export sales by destination, 2018 and 2019¹

Year	Canada	Mexico	Denmark	United Kingdom	Sweden	All Other Europe	Hong Kong/ China	Japan	South Korea	All Other Asia	All Other Destinations	All Export Sales
	<i>Cases</i>	<i>Cases</i>	<i>Cases</i>	<i>Cases</i>	<i>Cases</i>	<i>Cases</i>	<i>Cases</i>	<i>Cases</i>	<i>Cases</i>	<i>Cases</i>	<i>Cases</i>	<i>Cases</i>
2019	53,041	584	4,898	11,736	3,339	5,730	3,054	10,377	1,746	1,219	19,710	115,434
2018	47,338	478	4,115	11,200	3,036	5,621	2,894	9,658	1,515	1,191	17,427	104,477

¹ Includes estimates for incomplete responses.



This report is sponsored by the Oregon Wine Board (industry.oregonwine.org).